

## WHAT IS CLAIMED IS:

1. A method for notifying a subscriber of events, the method  
5 comprising:
  - receiving an subscriber event request at a call center;
  - creating an event activation table based on the received subscriber event request;
  - sending the event activation table to an event table storage system;
  - 10 and
  - sending a subscriber notification from the event table storage system in accordance with the event activation table.
2. The method of claim 1, further comprising:  
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  - determining a current notification system activity;
  - suspending the current notification system activity for the duration of the subscriber notification; and
  - resuming the current notification system activity upon termination of the subscriber notification.
- 20 3. The method of claim 1, wherein receiving the subscriber event request comprises: receiving at least one event with an associated notification date and time.
- 25 4. The method of claim 3, wherein creating the event activation table comprises: linking the received event and the associated notification date and time with an access identifier.

5. The method of claim 1, wherein sending the event activation table to the event table storage system comprises:

- establishing a data connection between the call center and the event table storage system; and
- transmitting the event activation table from the call center to the event table storage system using the data connection.

6. The method of claim 4, wherein sending the subscriber notification comprises:

- reading a time signal of a real time clock;
- determining when the time signal corresponds with at least one date and time from the event activation table;
- activating an event notification system based on the determination;
- and
- providing the event in accordance with the linked access identifier.

7. The method of claim 1, wherein the event table storage system is a telematics unit.

8. A computer usable medium including computer program code for notifying a subscriber of events, the computer program code comprising:

- computer program code for receiving an subscriber event request at a call center;
- computer program code for creating an event activation table based on the received subscriber event request;
- computer program code for sending the event activation table to an event table storage system; and
- computer program code for sending a subscriber notification from the event table storage system in accordance with the event activation table.

9. The computer usable medium of claim 8, further comprising:  
computer program code for determining a current notification  
system activity;

5 computer program code for suspending the current notification  
system activity for the duration of the subscriber notification; and

computer program code for resuming the current notification  
system activity upon termination of the subscriber notification.

10 10. The computer usable medium of claim 8, wherein the computer  
program code for receiving the subscriber event request comprises: computer  
program code for receiving at least one event with an associated notification date  
and time.

15 11. The computer usable medium of claim 10, wherein the computer  
program code for creating the event activation table comprises: computer  
program code for linking the received event and the associated notification date  
and time with an access identifier.

20 12. The computer usable medium of claim 8, wherein the computer  
program code for sending the event activation table to the event table storage  
system comprises:

computer program code for establishing a data connection between  
the call center and the event table storage system; and

25 computer program code for transmitting the event activation table  
from the call center to the event table storage system using the data connection.

13. The computer usable medium of claim 11, wherein the computer program code for sending the subscriber notification comprises:

5 computer program code for reading a time signal of a real time clock;

computer program code for determining when the real time signal corresponds with at least one date and time from the event activation table;

computer program code for activating an event notification system based on the determination; and

10 computer program code providing the event in accordance with the linked access identifier.

14. A system for notifying a subscriber of events, the system comprising:

15 means for receiving an subscriber event request at a call center;

means for creating an event activation table based on the received subscriber event request;

means for sending the event activation table to an event table storage system; and

20 means for sending a subscriber notification from the event table storage system in accordance with the event activation table.

15. The method of claim 14, further comprising:

means for determining a current notification system activity;

25 means for suspending the current notification system activity for the duration of the subscriber notification; and

means for resuming the current notification system activity upon termination of the subscriber notification.

16. The system of claim 14, wherein the means for receiving the subscriber event request comprises: means for receiving at least one event with an associated notification date and time.

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17. The system of claim 16, wherein the means for creating the event activation table comprises: means for linking the received event and the associated notification date and time with an access identifier.

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18. The system of claim 17, wherein the means for sending the subscriber notification comprises:

means for reading a time signal of a real time clock;

means for determining when the real time signal corresponds with at least one date and time from the event activation table;

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means for activating an event notification system based on the determination; and

means providing the event in accordance with the linked access identifier.

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19. The system of claim 14, wherein the event table storage system is a telematics unit.

20. The system of claim 14, wherein the event notification system is a multimedia system

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